## ORDER

35865 Orders Order / Rev: Alt Order #: 08802358 Product Desc: ISSUE

Estimate:

Flight Dates:

Order Type:

Original Date / Rev:

10/03/12 - 10/09/12 05/16/12 / 10/05/12

**GENERAL** 

Nebo Media

Jessica Murray

KLAS

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS National

Agency

Name:

**Buying Contact:** 

Billing Contact:

3299 K Street NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

15%

09/04/11

00:10:00

Broadcast

EOM/EOC

Advertiser

Name:

Demographic:

Product Codes: Priority:

Revenue Codes:

NRSC

A35+

PO4

LV2

AGY, POL, ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date

# Spots Gross Amount Net Amount 10/01/12 10/09/12 59 \$91,950.00

Totals

\$78,157.50

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$91,950.00	\$78,157.50	0.00
Totals	59	\$91,950,00	\$78 157 50	0.00

## **Account Executives**

Order % Start Date / End Date Account Executive Sales Office Sales Region Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	31%	\$91,950.00
Market	100%	\$296,612.90

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	18%	\$53,390.32
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	17%	\$50,424.19
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/03/1	2 10/05/12	8 News Now 6a M-	F CM	6-7a	WTF	:30	\$1,200.00LV1	0.00 NM	2	\$2,400.00
				8 News Now 6a M	-F							
	NEWS											
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
V	Veek: 10	)/01/12	10/07/12	WTF	2	\$1,200.00	0.00					
E 2	8	10/08/1	2 10/09/12	8 News Now 6a M-	F CM	6-7a	MT	:30 2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
				8 News Now 6a M	-F							

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Order / Rev:

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Advertise

Advertiser:

NRSC

Alt Order #:

08802358

Product Desc:

ISSUE

KLAS

Flight Dates:

10/03/12 - 10/09/12

Estimate:

Ch
Week: 10/08/12   10/14/12   MT   2 \$1,200.00   0.00
CBS This Morning   Start Date   End Date   Weekdays   CBS This Morning   CBS This Morni
Start Date   Industrial   Start Date   Industrial   Ind
E 4 8 10/08/12 10/09/12 CBS This Morning 7-9a CM 7-9a MT :30 2 \$1,000.00 LV1 0.00 NM CBS This Morning EARLY SHOW Start Date Week: 10/08/12 10/14/12 MT 2 \$1,000.00 0.00  E 5 8 10/03/12 10/05/12 Live Wikelly CM 9-10awTF :30 2 \$850.00 LV2 0.00 NM 2 \$1,700.00 Live With Regis & Kelly KELLY Start Date Hold End Date Weekdays Spots/Week Rate Week: 10/08/12 10/09/12 Live Wikelly CM 9-10a MT :30 2 \$850.00 LV2 0.00 NM 2 \$1,700.00 Live With Regis & Kelly KELLY Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/09/12 Live Wikelly CM 9-10a MT :30 2 \$850.00 LV2 0.00 NM 2 \$1,700.00 Live With Regis & Kelly KELLY KELLY Start Date Hold End Date Weekdays Spots/Week Rate Week: 10/08/12 10/04/12 MT 2 \$850.00 0.00  E 7 8 10/03/12 10/05/12 Price Is Right Week: 10/01/12 10/07/12wTF 1 \$3,500.00 0.00  E 8 8 10/03/12 10/05/12 Y&R CM 11a-12pwTF :30 1 \$4,500.00 LV1 0.00 NM 0 \$0.00 Young & Restless Y&R Rate Start Date End Date Weekdays Spots/Week Rate Young & Restless Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Young & Restless Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12wTF 1 \$4,500.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rig Type
EARLY SHOW   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/08/12   10/05/12   Live w/Kelly   CM   9-10a  wTF   :30   2 \$850.00LV2   0.00   NM   2 \$1,700.00
Week: 10/08/12   10/14/12   MT   2 \$1,000.00   0.00
E 5 8 10/03/12 10/05/12 Live w/Kelly CM 9-10awTF :30 2 \$850.00 LV2 0.00 NM Live With Regis & Kelly    KELLY   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/01/12   10/07/12  wTF   2 \$850.00   0.00
Name
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.007/12   10/07/12
E 6 8 10/08/12 10/09/12 Live w/Kelly CM 9-10a MT :30 2 \$850.00 LV2 0.00 NM Live With Regis & Kelly    KELLY   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/08/12 10/14/12 MT 2 \$850.00 0.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00
E 7 8 10/03/12 10/05/12 Price Is Right CM 10-11aWTF :30 1 \$3,500.00 LV1 0.00 NM 1 \$3,500.00 LV1 Price Is Right PRICE  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12WTF 1 \$3,500.00 0.00  E 8 8 10/03/12 10/05/12 Y&R CM 11a-12pWTF :30 1 \$4,500.00 LV1 0.00 NM 0 \$0.00 Young & Restless  Y & R  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12WTF 1 \$4,500.00 0.00  Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type
PRICE    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating
Start Date Week: 10/01/12         End Date Weekdays         Spots/Week         Rate Rating           Week: 10/01/12         10/07/12        wTF         1 \$3,500.00           E 8         8 10/03/12 10/05/12 Y&R         CM 11a-12p        wTF         :30 1 \$4,500.00 LV1 0.00 NM         0 \$0.00 Young & Restless           Y & R         Start Date End Date Weekdays         Spots/Week         Rate Rating           Week: 10/01/12 10/07/12wTF         1 \$4,500.00         0.00           Spot Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate Rtg Type
E 8 8 10/03/12 10/05/12 Y&R CM 11a-12pwTF :30 1 \$4,500.00LV1 0.00 NM 0 \$0.00
Young & Restless Y & R <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/01/12 10/07/12WTF 1 \$4,500.00 0.00 <u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12WTF 1 \$4,500.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type
Credited [due to Special Report - Obama leaving]
E 10 8 10/03/12 10/05/12 8 News Now Noon M-F CM 12-1230pWTF :30 2 \$850.00LV2 0.00 NM 2 \$1,700.00
8 News Now Noon M-F NEWS
<u>Start Date                                  </u>
E 11 8 10/08/12 10/09/12 8 News Now Noon M-F CM 12-1230p MT :30 2 \$850.00 LV2 0.00 NM 2 \$1,700.00
8 News Now Noon M-F NEWS
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/08/12 10/14/12 MT 2 \$850.00 0.00
Week: 10/08/12 10/14/12 MT 2 \$850.00 0.00 E12 8 10/03/12 10/05/12 1230-2p Soaps/ LMAD CM 1230-2pWTF :30 2 \$900.00 LV2 0.00 NM 2 \$1,800.00
Soaps / Let's Make A Deal SOAPS
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>
Week: 10/01/12
Soaps / Let's Make A Deal
SOAPS Start Date End Date Weekdays Spots/Week Rate Rating
<u> Areit Performana Ancevaria Shorayancev Ivere Lygrilliñ</u>
Week: 10/08/12 10/14/12 MT 2 \$900.00 0.00

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**KLAS** 

Order / Rev:

35865

08802358

Advertiser: Product Desc: **NRSC** 

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ISSUE

Alt Order #: Flight Dates:

10/03/12 - 10/09/12

Estimate:

Len Spots Rate Pri Rtg Type Spots Amount Break Start/End Time Days Ch End **Inventory Code** Ln Start \$900.00 :30 \$900.00LV2 0.00 NM 10/03/12 10/05/12 The Talk 2-3P CM 2-3p E 14 8 The Talk **TALK** Start Date Weekdays Spots/Week Rating **End Date** Rate --WTF--0.00 Week: 10/01/12 10/07/12 \$900.00LV2 0.00 NM \$900.00 :30 10/08/12 10/09/12 The Talk 2-3P CM 2-3p MT----E 15 8 The Talk TALK **End Date** Weekdays Spots/Week <u>Rate</u> Rating Start Date Week: 10/08/12 10/14/12 MT----\$900.00 0.00 10/03/12 10/05/12 CM 3-4p --WTF--:30 2 \$1,000.00LV2 0.00 NM \$2,000.00 8 Filen E 16 Ellen **ELLEN** Spots/Week Rating Start Date End Date **Weekdays** Rate 10/07/12 2 \$1,000.00 0.00 Week: 10/01/12 :30 2 \$1,000.00LV2 0.00 NM 2 \$2,000.00 10/08/12 10/09/12 Ellen CM 3-4p MT----Ellen **ELLEN** Spots/Week Rate Rating **Start Date End Date Weekdays** Week: 10/08/12 10/14/12 MT----2 \$1,000.00 0.00 CM :30 2 \$1,300.00LV2 0.00 NM 2 \$2,600.00 E 18 10/03/12 10/05/12 8 News Now 4p M-F --WTF--4-5p 8 News Now 4p M-F **NEWS** Spots/Week Start Date **End Date Weekdays** Rate Rating -WTF--Week: 10/01/12 10/07/12 \$1,300.00 0.00 E 19 10/08/12 10/09/12 8 News Now 4p M-F CM 4-5p MT----:30 \$1,300.00LV2 0.00 NM 1 \$1,300.00 8 News Now 4p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 \$1,300.00 0.00 5-630p E 20 8 10/03/12 10/05/12 8 News Now 5-630p M-FCM --WTF--:30 2 \$1,500.00LV2 0.00 NM \$3,000.00 8 News Now 5-630p M-F **NEWS** Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/01/12 10/07/12 --WTF--0.00 \$1,500.00 E 21 8 10/08/12 10/09/12 8 News Now 5-630p M-FCM MT----:30 2 \$1,500.00LV2 5-630p 0.00 NM 2 \$3,000.00 8 News Now 5-630p M-F **NEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----0.00 \$1,500.00 10/03/12 10/05/12 630-7p Inside Edition E 22 CM 630-7p --WTF--:30 1 \$1,300.00LV2 0.00 NM \$1,300.00 Inside Edition IN EDITION Weekdays Start Date **End Date** Spots/Week Rating Rate 10/07/12 --WTF--\$1,300.00 0.00 8 10/08/12 10/09/12 630-7p Inside Edition MT----E 23 CM 630-7p :30 1 \$1,300.00LV2 0.00 NM \$1,300.00 Inside Edition IN EDITION Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$1,300.00 0.00 10/03/12 10/05/12 7-8p Rotator CM 7-8p --WTF--:30 2 \$1,300.00LV2 0.00 NM 2 \$2,600.00 7-8p Rotator ET/INSIDER Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 --WTF--Week: 10/01/12 \$1,300.00 0.00 E 25 10/08/12 10/09/12 7-8p Rotator CM 7-8p MT----:30 2 \$1,300.00LV2 0.00 NM 2 \$2,600.00 7-8p Rotator ET/INSIDER Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$1,300.00 0.00 10/03/12 10/05/12 CM 11-1135p --WTF--:30 2 \$2,200.00LV1 0.00 NM 2 \$4,400.00

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**KLAS** 

Order / Rev:

35865

Advertiser: NRSC

Alt Order #:

08802358

**Product Desc:** 

ISSUE

Flight Dates:

10/03/12 - 10/09/12

Estimate:

Amount **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Ln Ch Start End 8 News Now 11p M-F 8 News Now 11p M-F **NEWS** Rating **End Date** Weekdays Spots/Week Rate **Start Date** 10/07/12 --WTF--2 \$2,200,00 0.00 Week: 10/01/12 MT----\$4,400.00 2 \$2,200.00LV1 0.00 NM 2 10/08/12 10/09/12 8 News Now 11p M-F 11-1135p :30 8 News Now 11p M-F **NEWS** Weekdays Spots/Week Rate Rating Start Date **End Date** 10/14/12 MT----\$2,200.00 0.00 Week: 10/08/12 \$1,700.00 --WTF--:30 2 \$850.00LV2 0.00 NM 10/03/12 10/05/12 CM 1135p-1237a E 28 I etterman Letterman **LETTERMAN Start Date End Date** Spots/Week Rating <u>Weekdays</u> Rate --WTF--\$850.00 0.00 Week: 10/01/12 10/07/12 10/08/12 10/09/12 :30 \$850.00LV2 0.00 NM \$1,700.00 Letterman CM 1135p-1237a MT----Letterman **LETTERMAN End Date Start Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$850.00 0.00 5-6a 8 10/03/12 10/05/12 CM --WTF--:30 1 \$1,000.00LV1 0.00 NM \$1,000.00 E 30 8 News Now 5a M-F 8 News Now 5a M-F **NEWS** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF--\$1,000.00 0.00 E 31 10/05/12 10/05/12 Fri 8-9p CM 8-9p ----F--:30 1 \$8,500.00LV1 0.00 NM \$8,500.00 CSI: NY **CSINY** Start Date **End Date** <u>Weekdays</u> Spots/Week Rating Rate Week: 10/01/12 10/07/12 ---F--0.00 1 \$8,500.00 E 32 10/06/12 10/07/12 8 News Now 11p Sa/SuCM 11-1135P ---**-**SS :30 2 \$1,100.00LV2 0.00 NM \$2,200.00 8 News Now Sa/Su 11p **NEWS Start Date** Rating **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----SS 2 \$1,100.00 0.00 E33 10/06/12 10/06/12 CBS Early Show - Sat. CM 5-7a ----5-:30 \$550.00LV1 0.00 NM \$550.00 CBS Early Show - Sat. SAT EARLY Start Date **End Date** Weekdays Spots/Week Rate Rating ----s-Week: 10/01/12 10/07/12 \$550.00 0.00 10/06/12 10/06/12 8 News Now Sat 5-7p 5-7p ----S-:30 \$800.00LV2 0.00 NM \$800.00 8 News Now Sat 5-7p (5:00 PM-5:30 PM) **NEWS Start Date End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 \$800.00 0.00 10/07/12 10/07/12 Face The Nation E 39 8 CM Face The Nation ----S :30 1 \$2,500.00LV1 0.00 NM \$2,500.00 **Face The Nation** FACE THE NATION Start Date **End Date Weekdays** Spots/Week Rate Rating 10/07/12 ----S Week: 10/01/12 1 \$2,500.00 0.00 0.00 NM 10/07/12 10/07/12 8 News Now Sun 5-7p CM 5-7p ----S :30 1 \$1,500.00LV1 \$1,500.00 8 News Now Sun 5-7p (6:30 PM-7:00 PM) **NEWS** Start Date **End Date** Weekdays Rating Spots/Week Rate ----s 10/07/12 Week: 10/01/12 1 \$1,500.00 0.00 10/07/12 10/07/12 Sun 7-8p ----s E 43 8 CM 7-8p :30 1 \$12,000.00 LV1 0.00 NM \$12,000.00 60 Minutes **60 MINUTES** Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/01/12 10/07/12 1\$12,000.00 0.00 N 44 10/06/12 10/06/12 ----s-8-10p :30 2 \$2,250.00LV1 0.00 NM 2 \$4,500.00

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Totals

59

\$91,950.00

Order / Rev: 35865 Advertiser: NRSC **KLAS** ISSUE Alt Order #: 08802358 **Product Desc:** Estimate: 10/03/12 - 10/09/12 Flight Dates: Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Break Ln Ch Start End **Inventory Code** Sat Prime Special KLAS Movie: Madison Rating 0.00 Spots/Week **End Date Weekdays** Rate Start Date ----S-2 \$2,250.00 Week: 10/01/12 10/07/12